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REPORT OF September 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for video games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	372.6	- 38.5	- 9.4			
1982	411.1	- 10.5	- 2.5			
1981	421.6					
CUMULATIVE						
1983	* 1990.3	-263.1	- 11.7			
1982	2253.4	- 45.0	- 2.0			
1981	2298.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	213.1	-171.3	- 44.6			
1982	384.4	+156.1	+ 68.4			
1981	228.3					
CUMULATIVE						
1983	* 2649.4	-576.4	- 17.9			
1982	3225.8	-120.6	- 3.6			
1981	3346.4					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin P.C.

* Adjusted totals represent increases based on recently acquired information.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH September 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6				221.1
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	250.4
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	255.4
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*				
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1				294.4
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	358.4
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	371.8
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*				
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4				9.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	24.8
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	10.9
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8				661.5
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	838.0
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	965.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED

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As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 SEPT. 1983

Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys*
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Kusan
Lego Systems
Leisure Dynamics**
Little Tikes
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*Formerly Gabriel/Ideal
**Formerly Lakeside/Cox
***Formerly AMF Wheel Goods